**MR1100 Marketing 1 – Final Exam Preview Information**

**Paul Tilley**[**paul.tilley@cna.nl.ca**](mailto:paul.tilley@cna.nl.ca)

**On FB – Paul Tilley’s Resource Page**

**Exam Time: Tuesday, Dec. 14, 2011 - 9 am room 206**

**Coverage: Comprehensive but with key focus on chapters 6, 7, 8 & 9**

1. Chapter 6 – Organizational Markets
2. Chapter 7 – Global Markets
3. Chapter 8 – Market Research
4. Chapter 9 – Market Segmentation

**Exam Format:**

Part 1 - 60 Multiple Choice Questions @ 60%

Part 2 – Mandatory Question @ 10%

Part 3 - 3 of 4 Questions @ 30%

**Key Objectives covered on the exam:**

1. Characteristics of organizational buying

2. Types of organizational buying situations

3. Importance of international marketing

4. Review the implications of international marketing

5. Different techniques used to market internationally

6. Define Marketing Research

7. Why Marketing Research is conducted

1. Types of Marketing Research

2. Describe, discuss and complete the Marketing Research Process

3. Discuss the various options for formal research design

4. Describe and evaluate data collection techniques

5. Describe the ethical issues surrounding the conduct of marketing research.

6. Explain what Market Segmentation is and when to use it

7. Identify and describe the steps involved in the Market Segmentation process

8. Describe the ways that markets can be segmented

9. Construct a Market Product Grid and use it to decide which markets to focus on.